

Charity - Consumersketch from Consumersketch

About the list owner:

Consumersketch is a leading provider of data about consumers to the direct marketing industry. Our information is gathered from surveys recently completed by actively spending individuals and used to create a unique database delivering an accurate overview of the UK population; their hobbies, interests, spending pattern and lifestyle.

Consumersketch is part of a privately owned group and is the main database brand name of Psychographics Ltd. They have been operating independently since 1994. Other databases in the same group included Freshsketch and Totalsketch.

Data Protection Act registration number:

Z4771771

About this list:

Our surveys of actively spending individuals detail their lifestyle and personality, providing a clear picture of all tastes, budgets and activities for more accurate target marketing. This list holds pure fresh recent information with selectability including age, income, number and ages of children, occupation and type of home, charities and newspaper readership, types of hobbies, sporting activities and other interests.

Geographical coverage:

UK only

Target audience / usage:

Consumersketch has a high success rate especially in sectors such as finance, publishing, charities, mail order and media.

Method of compilation:

Our data is compiled from surveys which are designed and handled by our sister company, who last year processed over 3 million surveys. Paper-based surveys within the travel and leisure sectors are the most popular, but increasingly data is being sourced by telephone, SMS and online.

MarketingFile receives this data from the list owner:

Monthly

This version of the data was made available on:

07 January 2016

Approx. number of households:

3,084,700

Approx. number of named individuals:

4,686,200

Do purchases require approval?

Yes

Can I preview sample records?

No

Summary Licence Information:

Data for single use may be used once only within a 6 month period from the date of purchase.

Data for multiple use may be used an unlimited number of times within a 12 month period from the date of purchase.

Pricing: as at 07 January 2016

Contact Information	No. of Records	One-time use	Multiple Use
Name and address	up to 2.5k	£180 per '000 (18p each)	£340 per '000 (34p each)
	over 2.5k	£160 per '000 (16p each)	£320 per '000 (32p each)
	over 10k	£150 per '000 (15p each)	£300 per '000 (30p each)
	over 50k	£140 per '000 (14p each)	£270 per '000 (27p each)
	over 100k	£120 per '000 (12p each)	£240 per '000 (24p each)
Contact Name	up to 2.5k	£50 per '000 (5p each)	£100 per '000 (10p each)
	over 2.5k	£50 per '000 (5p each)	£90 per '000 (9p each)
	over 50k	£40 per '000 (4p each)	£80 per '000 (8p each)
	over 100k	£40 per '000 (4p each)	£70 per '000 (7p each)
Land Telephone No	up to 2.5k	£160 per '000 (16p each)	£270 per '000 (27p each)
	over 2.5k	£140 per '000 (14p each)	£260 per '000 (26p each)
	over 10k	£120 per '000 (12p each)	£240 per '000 (24p each)
	over 50k	£110 per '000 (11p each)	£220 per '000 (22p each)
	over 100k	£110 per '000 (11p each)	£190 per '000 (19p each)
Mobile Telephone No	up to 2.5k	£110 per '000 (11p each)	£220 per '000 (22p each)
	over 2.5k	£100 per '000 (10p each)	£210 per '000 (21p each)
	over 10k	£100 per '000 (10p each)	£200 per '000 (20p each)
	over 50k	£90 per '000 (9p each)	£180 per '000 (18p each)
	over 100k	£80 per '000 (8p each)	£150 per '000 (15p each)
Email Address	up to 2.5k	£150 per '000 (15p each)	n/a
	over 2.5k	£140 per '000 (14p each)	n/a
	over 10k	£130 per '000 (13p each)	n/a
	over 50k	£120 per '000 (12p each)	n/a

over 100k

£100 per '000 (10p each)

n/a

The following selections are available for this list:**Household-level selections:****Number of records**

Distance (Postal District)	Select an area centred on a postal district (e.g. SG4)	
Distance (Postal Sector)	Select an area centred on a postal sector (e.g. SG4 9)	
Town	Select by town (e.g. Hitchin)	
Postal County	Select by postal county (e.g. Hertfordshire)	
Postal Area	Select by postal area (e.g. SG)	
Postal District	Select by postal district (e.g. SG4)	
Postal Sector	Select by postal sector (e.g. SG4 9)	
Property Type		
	Bungalow	4,076
	Detached	17,185
	Flat	2,741
	Maisonette	517
	Semi-Detached	28,694
	Terraced	11,838
	Unknown	3,019,560
Home Ownership		
	Other	8,345
	Own House	43,804
	Own House (No Mortgage)	740,722
	Own House (With Mortgage)	981,728
	Rented Accommodation	6,102
	Renting Privately	246,626
	Renting Through Council	171,809
	Unknown	564,831
	With parents	313,622
Length of Residency (years)	Select by length of occupancy (e.g. 2 to 3 years)	
Household Income		
	Unknown	20,251
	Upto £10K	130,894
	£10K to £15K	271,715
	£15K to £20K	296,945
	£20K to £25K	411,751
	£25K to £30K	356,418
	£30K to £35K	386,036
	£35K to £40K	254,734
	£40K to £50K	356,680
	£50K to £60K	192,854
	£60K to £70K	166,586
	£70K to £80K	69,594
	£80K Plus	170,153
Number of Children		
	Unknown	1,969,435
	1 child	513,528
	2 children	442,547
	3 children	109,108
	4 children	49,159
	5+ children	834
Child's Year of Birth	Select by child's year of birth	
Pets	Select by pets in household	

Individual-level selections:**Number of records**

Car Make	Select by make (e.g. BMW)	
Car Make and Model	Enter Make (eg Ford) or Model (eg Focus) required	
Charities Supported	Select by interest in charities (e.g. Animal Welfare)	
Marital Status		
	Couple	203,031
	Divorced	124,798
	Family	115,613
	Married	1,399,367
	Other	13,936
	Separated	115
	Single	400,683
	Single - Living With Partner	391,695
	Unknown	1,977,557
	Widowed	59,353
Occupation / Profession		
	Administrator	18,804
	Armed Forces/Police	1,861

	Craftsman/Tradesman	144,901
	Director	26,368
	Educational	11,845
	Educational/Medical	5,118
	Housewife	13,325
	Junior Management	82,187
	Managerial	41,638
	Medical	2,343
	Middle Management/Executive	29,119
	Office/Clerical	207,726
	Other	159,969
	Other non-manual/Sales/Foreman/Skilled trade	49,525
	Personal service worker/Unskilled manual	98,905
	Plant And Machine Operator / Driver	23,626
	Public Services	31,389
	Retired	39,063
	Self Employed	14,423
	Senior Management/Professional	349,846
	Service Industry (Retail / Leisure)	82,356
	Student	6,485
	Technical (Programmer / Technician / Nurse)	68,535
	Unknown	3,176,791
Gender		
	Female	2,669,621
	Male	1,988,479
	Unknown	28,048
Year of Birth	Select by year of birth (e.g. 1950-1970)	
Can be contacted by Telephone	Select if telephone number is available for purchase	
Can be contacted by Email	No, Email is not available for purchase.	3,181,267
	Yes, Email is available for purchase.	1,504,881

Notes:

Record counts are correct at time of publication, but may vary as it is possible for records to be added and deleted from the database. Where no count is given the possible permutations are excessive for this document. You can perform accurate counts for all selection criteria on the MarketingFile website.

Whilst every care has been taken to ensure the accuracy of this information, MarketingFile accepts no liability for any errors or omissions.

For further information please contact customer support on 0845 345 7755 (local rate).

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